

CREATING EFFECTIVE HEADLINES
AND COPY FOR SOCIAL MEDIA

Studies have shown that as many as 60% of links shared on social media are shares that happened without the person reading it. Which of the following social headlines have the best chance of being shared without being read?

1

Think you know
Oscar-winning movie
from the 2000s? This
quiz is for you.

5

If you like free music,
get our app.

2

This is only the
beginning.
#herewego

6

500 free downloads of
our new app are avail-
able, use this link to
get yours before
they're gone!

3

Trying to grow your
email subscriber list?
These 8 experts share
tips that beginners can
implement TODAY.

7

This new service from
Amazon delivers every
ingredient you need
for epic recipes to
make at home.

4

Starbucks now delivers
(!) but you have to be in
these 5 cities to use the
service.

8

I once met a writer in
London who wore an
old tweed suit. But
that day, he wore a hat
- a black one.

CORRECT ANSWER:

1

3

4

6

7

What do the BEST headlines above have in common?

What do the POOR headlines above have in common?



You might find the headlines that seem the most interesting and share-worthy provide clear information about what they're offering, and they appeal to audience needs. The headlines that aren't as interesting are vague, unfocused, and don't build trust. Use these insights to inspire your own social headlines.

OPTIMIZING HEADLINES FOR SOCIAL MEDIA



Imagine the following scenario: your company just interviewed an industry expert and have turned the Q&A session into a blog post. You're responsible for sharing a link to this post on LinkedIn but need an effective _headline_ to promote it and get people interested enough to click through. Below is what the interviewer sent you for a full description, but it's too long to use as a social headline.

Use the copy to create a headline that's descriptive, interesting, and compelling - but use 60 characters or less (or, say, 10-12 words):

This past week, I had the opportunity to connect with one of the thought leaders in our industry, the great Leslie Gibbons. You should know her from her many books, including the New York Time best-seller, 'Green Energy for Small Business'. Leslie was gracious enough to answer a number of questions about what's going on in the world today, and we focused on topics like how small businesses can save money on electricity bills, vehicle costs, and other regular expenses. We're so lucky Leslie shared her time with us!

Your headline: -----



Now consider the following example: Airtable is going to use Twitter to promote its spreadsheet-based project management platform. You need to write a Twitter headline that will encourage people to check it out and sign up for free.

Your boss has provided the following direction for the headline you need to write:

We need to emphasize that our solution is easier and cleaner - it's MUCH nicer to look at - than a lot of the other project management solutions that are out there. It can work for any size or kind of project people want to use it for, and a lot of our customers tell us it's much more fun to use it than other platforms like Trello and Asana.

The headline will be accompanied by this image and a link to Airtable's landing page:

NAME	COMPLETE?	DEPARTMENT INVOLVED	NOTES	ATTACHMENT	MAIN CONTACT
Astronaut 1	✓	Engineering, Design, Launch	Astronaut 1's notes	[Image]	[Name]
Astronaut 2		Design, Launch	Astronaut 2's notes	[Image]	[Name]
Astronaut 3	✓	Engineering, Design	Astronaut 3's notes	[Image]	[Name]
Astronaut 4	✓	Design, Launch, Support	Astronaut 4's notes	[Image]	[Name]
Astronaut 5		Engineering, Design, Support	Astronaut 5's notes	[Image]	[Name]
Astronaut 6		Design, Support	Astronaut 6's notes	[Image]	[Name]
Astronaut 7	✓	Design, Launch	Astronaut 7's notes	[Image]	[Name]
Astronaut 8		Design, Launch	Astronaut 8's notes	[Image]	[Name]
Astronaut 9	✓	Design, Launch	Astronaut 9's notes	[Image]	[Name]

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Use the notes above to create a Twitter headline to promote Airtable's platform - use 140 characters or less:

Your headline: _____
